COMPUTER SPECIALIST
(Website Development Specialist)
GS-334

INTRODUCTION

This position is located in the Information, Technology, and Management Division at the Export-Import Bank of the United States. This group is responsible for the computer systems of the bank, including, but not limited to, the Bank's proprietary systems, Internet site, in addition to the overall strategy of the Bank towards technology. The incumbent of this position is responsible for overseeing and coordinating the design of the format or visual style for the content, look, feel, and development of the website. The incumbent also is responsible for the website aspect of developments of interactive Internet technologies that interface with or otherwise use the Bank's Internet site.

DUTIES & RESPONSIBILITIES

Specific duties and responsibilities performed by the incumbent are described below, but are not all inclusive. Since this position involves emerging technologies, it is necessary for the position to remain fluid.

1.   Undertakes project efforts related to agency's Internet. Develops plans, criteria, and programming specifications for web development and maintenance, including testing and change procedures. Integrates efforts with other projects underway. Manages team efforts in accomplishing work. Presents briefings and recommendations concerning long-range objectives to top agency officials.

2.   Serves as a web content administrator, developing infrastructure of the website. Coordinates with the Office of Communications especially on issues related to organization, look, and feel. Creates designs for the Ex-Im Bank web-site. Reviews and verifies information before he/she puts information on the web. Works with Business Development and the Office of Communications to develop the website to target specific audiences. Explains the purpose of the site and answers questions related to the material and documents found on the web-site. Monitors the updating of information contained on the website.

3.   Studies long-range agency needs and trends related to the Internet. Evaluates technical developments to enhance efficiency, productivity, and reliability. Incorporates technical developments and writes new applications through the use of such tools as HTML, Java, Java Script, CGI, Perl, and XML to meet long-range Internet goals of the Bank.

4.   Conducts studies to determine cost and program effectiveness of the latest developments and projections in web technology, considering the impact on the overall mission, goals, and resources of the Bank. Researches by reviewing newspapers, magazines, and websites to see how others are using this technology. Keeps up with the industry through training, trade publications, and technical groups. Projects success of various approaches, and the possible conflicts or beneficial aspects of integration with other computer and communication systems. Uses this information to enhance ideas for the Bank's website.

5. Develops professional relations in the web community. Represents the agency on interagency and national committees and working groups concerned with state-of-the-art advancements in web technology.

6. Solicits feedback on the web's impact through mail, surveys, committees, etc. Promotes and encourages use of web technologies and the Bank's website.

7. Performs various other duties such as troubleshooting problems upon the request of users for the Loan and Guarantee System. Maintains existing and develops new programs written in ADABAS Natural programming for the Loan and Guarantee System and other business systems within Ex-Im Bank.

Factor 1.   Knowledge Required by the Position, Level 1-8   1550 points

The incumbent functions as a technical specialist in the emerging technology area of the Internet and Intranet which requires the application of a wide range of computer applications. Has a key roll in the planning and advancement of the Internet and Intranet for the Bank. The professional knowledge of computer programming is used to aid in the manipulation of data in the web-site. Must be an expert in HTML, CGI, PERL, Databases, and Java Script. Must be proficient in Java and XML. Knowledge of Visual Basic is a plus.

The incumbent must have expert knowledge of Photoshop, Pagemaker, Acrobat, Publisher, Frontpage, Printshop, Navigator, and Internet Explorer. Expert knowledge in an equivalent software program (i.e. HoTMetaL Pro instead of Frontpage) is acceptable.

Knowledge of Internet design and layout including how to design a website, build graphic images, frames, links, forms, write scripts, and collect data. Makes recommendations and evaluates overall plans for major changes in the Bank's web-site.

Skill in oral and written communication. Skill in establishing and maintaining effective working relationships with other members of the Division and the web team.

Factor 2.   Supervisory Controls, Level 2-4   450 points

The incumbent is provided administrative direction with assignments in terms of broadly defined missions or functions. The incumbent, based on expertise in web technology and the specific assignment, plans and carries out projects and analyses of the Bank's requirements. The incumbent interprets policies, procedures, and regulations in conformance with established mission objectives. The incumbent integrates and coordinates the work of others as necessary, and resolves most conflicts that arise. The supervisor is informed about progress, potentially controversial matters, or far-reaching implications. Work is evaluated for effectiveness in meeting requirements or achieving expected results.

Factor 3.   Guidelines, Level 3-4   450 points

Various computer manuals are utilized as general policy reference sources which provide a basic outline of what need to be accomplished for the web-site. Applies a knowledge of Federal Information Processing Standards (FIPS), Federal Telecommunications Standards (FE-STDS),

and Federal Information Sources Management Regulations (FIRMR). Guidelines that are available usually only cover the goals and objectives of the Bank and not always directly applicable to specific work assignments; therefore, creative judgment must be used to develop information that will be visually pleasing and "user friendly" to website visitors. Incumbent searches other websites for ideas, as well as newspapers and magazines to see how other are using their websites. In many instances the employee must develop specific guidelines for others to follow in the development and maintenance of the website.

Factor 4.   Complexity, Level 4-5   325 points

Assignments consist of projects where the incumbent must use emerging technologies which necessitates the need for significant departures from conventional practices. They must have a high degree of individual motivation. The incumbent is required to devise solutions and demonstrate hands-on ability for implementing state-of-the-art web technology. Studies conducted require the incumbent to determine the effectiveness of the website and how it enhances the productivity of mission-oriented programs. Some studies may also be of an exploratory nature and require definition of issues and problems when precedents do not exist or where solutions were previously unavailable. The incumbent establishes new concepts and approaches to these issues and problems. A breadth and intensity of effort is involved due to the need to pursue concurrent phases of projects and the involvement of others. Extensive probing and analysis of problems is required due to interrelationships of programs and systems and evolving technology. Often times the incumbent must show either a general or specialized audience "why-it-is-done," or "how-to-do-it," when designing questionnaires and forms that can be completed by Internet users. Technical difficulties are exceptional since the work is with an emerging technology that is constantly changing and the incumbent must always be prepared to accept and implement such changes.

Factor 5.   Scope and Effect, Level 5-4   225 points

The incumbent must plan and carry out projects, resolving a variety of both conventional and state-of-the-art problems, questions, or situations, and analyzing a variety of unusual problems, questions, and conditions associated with web technology. The incumbent will need to utilize new approaches and techniques in web technology to provide solutions to critical objectives, issues, and problems. Work provides strategic solutions and alternatives to accomplish the Bank's missions and goals. The work affects the image of the Ex-Im Bank since the projects produced will be part of the Bank's public interaction through the website. The work also affects the vast range of financial activities at the Bank, since potential customers use the site for information.

Factor 6.   Personal Contact, Level 6-3   (Points combined with 7 below)

Contacts are with the Office of the Chief Financial Officer, Information, Management, and Technology division, other Bank divisions, outside vendors, reproduction units, help desk, senior management officials and with other government agencies.

Factor 7.   Purpose of Contacts, Level 7-c   (Factors 6 & 7 combined)   180 points

The purpose of the contacts is to influence other to utilize this technology, and to obtain and exchange information about technology developments, solve problems, persuade Bank personnel

to cooperate in meeting objectives, and to influence others to utilize the web products developed.

Factor 8.   Physical Demands, Level 8-1   5 points

Work is basically sedentary, although some physical effort may be required, such as carrying files and computer accessories.

Factor 9.   Work Environment, Level 9-1   5 points

Work is performed in an office setting. The work space is adequately lighted and temperature controlled.

Total points 3,190 = GS 13